

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
586862-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
Schoeller/R/MO Sec of Stat	Oct 30-Nov 6, 2012	Oct 30-Nov 6, 2012

Billing Address:

Victory Enterprises
Attention: Accounts Payable
5200 SW 30th Street
Davenport, IA 52802

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	586862	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/30/12	11/06/12	M-F 6-7a	6-7a	11111--	:30	5	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -2111-- 5 \$600.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
7 4	Tu	10/30/12	6:23 AM	M-F 6-7a	6-7a	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM
1 4	Tu	10/30/12	6:43 AM	M-F 6-7a	6-7a	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM
2 4	W	10/31/12	6:58 AM	M-F 6-7a	6-7a	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM
3 4	Th	11/01/12	6:55 AM	M-F 6-7a	6-7a	:30	KANDER BELIEVE REV	\$600.00	NM
4 4	F	11/02/12	6:44 AM	M-F 6-7a	6-7a	:30	KANDER BELIEVE REV	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 11----- 2 \$600.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
5 4	M	11/05/12	7:00 AM	M-F 6-7a	6-7a	:30	KANDER BELIEVE REV	\$600.00	NM
6 4	Tu	11/06/12	6:54 AM	M-F 6-7a	6-7a	:30	KANDER BELIEVE REV	\$600.00	NM
2	10/30/12	11/06/12	M-F 7-9a	7-9a	11111--	:30	5	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1111-- 4 \$525.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	Tu	10/30/12	7:54 AM	M-F 7-9a	7-9a	:30	VE SCHOELLER HOPEINMISSOU	\$525.00	NM
2 4	W	10/31/12	8:58 AM	M-F 7-9a	7-9a	:30	VE SCHOELLER HOPEINMISSOU	\$525.00	NM
3 4	Th	11/01/12	7:54 AM	M-F 7-9a	7-9a	:30	KANDER BELIEVE REV	\$525.00	NM
4 4	F	11/02/12	8:35 AM	M-F 7-9a	7-9a	:30	KANDER BELIEVE REV	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$525.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
5 4	M	11/05/12	7:45 AM	M-F 7-9a	7-9a	:30	KANDER BELIEVE REV	\$525.00	NM

INVOICE



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WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
586862-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Schoeller/R/MO Sec of Stat	Oct 30-Nov 6, 2012	Oct 30-Nov 6, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/30/12	11/06/12	M-F 12-1p	12-1p	11111--	:30	5	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1111--	4	\$300.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	12:28 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM
2 4	W	10/31/12	12:13 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM
3 4	Th	11/01/12	12:59 PM	M-F 12-1p	12-1p	:30	KANDER BELIEVE REV	\$300.00	NM
4 4	F	11/02/12	12:28 PM	M-F 12-1p	12-1p	:30	KANDER BELIEVE REV	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$300.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
5 4	M	11/05/12	12:52 PM	M-F 12-1p	12-1p	:30	KANDER BELIEVE REV	\$300.00	NM
4	10/30/12	11/06/12	M-F 5-6p	5-6p	11111--	:30	5	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1111--	4	\$600.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	5:42 PM	M-F 5-6p	5-6p	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM
2 4	W	10/31/12	5:29 PM	M-F 5-6p	5-6p	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM
3 4	Th	11/01/12	5:11 PM	M-F 5-6p	5-6p	:30	KANDER BELIEVE REV	\$600.00	NM
4 4	F	11/02/12	5:29 PM	M-F 5-6p	5-6p	:30	KANDER BELIEVE REV	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$600.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
5 4	M	11/05/12	5:43 PM	M-F 5-6p	5-6p	:30	KANDER BELIEVE REV	\$600.00	NM
5	10/30/12	11/06/12	M-F 6-630p	6-630p	11111--	:30	5	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1111--	4	\$900.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	6:23 PM	M-F 6-630p	6-630p	:30	VE SCHOELLER HOPEINMISSOU	\$900.00	NM
2 4	W	10/31/12	6:12 PM	M-F 6-630p	6-630p	:30	VE SCHOELLER HOPEINMISSOU	\$900.00	NM
3 4	Th	11/01/12	6:12 PM	M-F 6-630p	6-630p	:30	KANDER BELIEVE REV	\$900.00	NM
4 4	F	11/02/12	6:14 PM	M-F 6-630p	6-630p	:30	KANDER BELIEVE REV	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$900.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
5 4	M	11/05/12	6:14 PM	M-F 6-630p	6-630p	:30	KANDER BELIEVE REV	\$900.00	NM
6	10/30/12	11/06/12	M-F 630-7p	630-7p	1-1-1--	:30	3	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1-1--	2	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	6:43 PM	M-F 630-7p	630-7p	:30	VE SCHOELLER HOPEINMISSOU	\$2,200.00	NM
2 4	F	11/02/12	6:47 PM	M-F 630-7p	630-7p	:30	KANDER BELIEVE REV	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 4	M	11/05/12	6:43 PM	M-F 630-7p	630-7p	:30	KANDER BELIEVE REV	\$2,200.00	NM

INVOICE



Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
586862-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Schoeller/R/MO Sec of Stat	Oct 30-Nov 6, 2012	Oct 30-Nov 6, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/30/12	11/06/12	M-F 9-10p	9-10p	1111---	:30	4	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-111---	3	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:40 PM	M-F 9-10p	9-10p	:30	VE SCHOELLER HOPEINMISSOU	\$1,200.00	NM
2 4	W	10/31/12	9:43 PM	M-F 9-10p	9-10p	:30	VE SCHOELLER HOPEINMISSOU	\$1,200.00	NM
3 4	Th	11/01/12	9:28 PM	M-F 9-10p	9-10p	:30	KANDER BELIEVE REV	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
4 4	M	11/05/12	9:23 PM	M-F 9-10p	9-10p	:30	KANDER BELIEVE REV	\$1,200.00	NM
8	11/03/12	11/03/12	Sa 7-9a	Sa 7-9a	-----1-	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	6:59 AM	Sa 7-9a	Sa 7-9a	:30	KANDER BELIEVE REV	\$500.00	NM
9	11/02/12	11/02/12	M-F 9-10p	9-10p	----1--	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	9:30 PM	M-F 9-10p	9-10p	:30	KANDER BELIEVE REV	\$1,200.00	NM
10	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----1	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	8:47 AM	Su 7-9a	Su 7-9a	:30	KANDER BELIEVE REV	\$300.00	NM
11	11/04/12	11/04/12	FOX News Sunday	9a-10a	-----1	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	9:31 AM	FOX News Sunday	9a-10a	:30	KANDER BELIEVE REV	\$300.00	NM

Total Spots 38 Gross Total \$29,525.00

Payment Terms 30 Days

Agency Commission \$4,428.75
Net Amount Due \$25,096.25

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
585870-2	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
Schoeller/R/MO Sec of Stat	Oct 22-Nov 5, 2012	Oct 22-Nov 5, 2012

Billing Address:

Victory Enterprises
Attention: Accounts Payable
5200 SW 30th Street
Davenport, IA 52802

Flight Dates	Order #	Alt Order #
10/22/12 - 11/05/12	585870	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																		
1	10/22/12	10/29/12	M-F 6-7a	6-7a	1--11--	:30	3	\$600.00	NM																																																		
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3 4	M	10/29/12	6:24 AM	M-F 6-7a	6-7a	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM																																																		
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3 4	M	10/29/12	8:23 AM	M-F 7-9a	7-9a	:30	VE SCHOELLER HOPEINMISSOU	\$525.00	NM																																																		
3	10/22/12	10/29/12	M-F 12-1p	12-1p	1--11--	:30	3	\$300.00	NM																																																		
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>2-----</td><td>2</td><td>\$300.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>4 4</td><td>M</td><td>10/29/12</td><td>12:08 PM</td><td>M-F 12-1p</td><td>12-1p</td><td>:30</td><td>VE SCHOELLER HOPEINMISSOU</td><td>\$300.00</td><td>NM</td></tr> <tr> <td>3 4</td><td>M</td><td>10/29/12</td><td>12:55 PM</td><td>M-F 12-1p</td><td>12-1p</td><td>:30</td><td>VE SCHOELLER HOPEINMISSOU</td><td>\$300.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	2-----	2	\$300.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	4 4	M	10/29/12	12:08 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM	3 4	M	10/29/12	12:55 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	2-----	2	\$300.00																																																						
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																																		
4 4	M	10/29/12	12:08 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM																																																		
3 4	M	10/29/12	12:55 PM	M-F 12-1p	12-1p	:30	VE SCHOELLER HOPEINMISSOU	\$300.00	NM																																																		
4	10/22/12	10/29/12	M-F 5-6p	5-6p	1--11--	:30	3	\$600.00	NM																																																		
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	1-----	1	\$600.00																																																						
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3 4	M	10/29/12	5:28 PM	M-F 5-6p	5-6p	:30	VE SCHOELLER HOPEINMISSOU	\$600.00	NM																																																		
5	10/22/12	10/29/12	M-F 6-630p	6-630p	1--11--	:30	3	\$900.00	NM																																																		
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>1-----</td><td>1</td><td>\$900.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>3 4</td><td>M</td><td>10/29/12</td><td>6:10 PM</td><td>M-F 6-630p</td><td>6-630p</td><td>:30</td><td>VE SCHOELLER HOPEINMISSOU</td><td>\$900.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	1-----	1	\$900.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	3 4	M	10/29/12	6:10 PM	M-F 6-630p	6-630p	:30	VE SCHOELLER HOPEINMISSOU	\$900.00	NM										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	1-----	1	\$900.00																																																						
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																																		
3 4	M	10/29/12	6:10 PM	M-F 6-630p	6-630p	:30	VE SCHOELLER HOPEINMISSOU	\$900.00	NM																																																		

INVOICE

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
585870-2	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
Schoeller/R/MO Sec of Stat		Oct 22-Nov 5, 2012	Oct 22-Nov 5, 2012

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/27/12	10/27/12	Sa 9-10p	9-10p	-----1-	:30	1	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12			-----1-		1	\$600.00	
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	6:25 AM	M-F 6-7a	6-7a	:30	KANDER BELIEVE REV	\$600.00	NM
	MG for 7.1 10/27								
10	10/29/12	10/29/12	M-F 630-7p	630-7p	1-----	:30	1	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			1-----		1	\$2,200.00	
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	6:38 PM	M-F 630-7p	630-7p	:30	VE SCHOELLER HOPEINMISSOU	\$2,200.00	NM

Total Spots 8 Gross Total \$6,025.00

Payment Terms 30 Days

Agency Commission \$903.75

Net Amount Due \$5,121.25

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
585870-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
Schoeller/R/MO Sec of Stat	Oct 22-Nov 5, 2012	Oct 22-Nov 5, 2012

Billing Address:

Victory Enterprises
Attention: Accounts Payable
5200 SW 30th Street
Davenport, IA 52802

Flight Dates	Order #	Alt Order #
10/22/12 - 11/05/12	585870	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/29/12	M-F 6-7a	6-7a	1--11--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/25/12 6:59 AM M-F 6-7a 6-7a :30 VE SCHOELLER HOPEINMISSOU \$600.00 NM									
2 4 F 10/26/12 6:46 AM M-F 6-7a 6-7a :30 VE SCHOELLER HOPEINMISSOU \$600.00 NM									
2	10/22/12	10/29/12	M-F 7-9a	7-9a	1--11--	:30	3	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$525.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/25/12 7:41 AM M-F 7-9a 7-9a :30 VE SCHOELLER HOPEINMISSOU \$525.00 NM									
2 4 F 10/26/12 8:07 AM M-F 7-9a 7-9a :30 VE SCHOELLER HOPEINMISSOU \$525.00 NM									
3	10/22/12	10/29/12	M-F 12-1p	12-1p	1--11--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/25/12 12:30 PM M-F 12-1p 12-1p :30 VE SCHOELLER HOPEINMISSOU \$300.00 NM									
2 4 F 10/26/12 12:54 PM M-F 12-1p 12-1p :30 VE SCHOELLER HOPEINMISSOU \$300.00 NM									
4	10/22/12	10/29/12	M-F 5-6p	5-6p	1--11--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/25/12 5:43 PM M-F 5-6p 5-6p :30 VE SCHOELLER HOPEINMISSOU \$600.00 NM									
2 4 F 10/26/12 5:26 PM M-F 5-6p 5-6p :30 VE SCHOELLER HOPEINMISSOU \$600.00 NM									

INVOICE



Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
585870-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Schoeller/R/MO Sec of Stat	Oct 22-Nov 5, 2012	Oct 22-Nov 5, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/22/12	10/29/12	M-F 6-630p	6-630p	1--11--	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---11-- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/25/12 6:14 PM M-F 6-630p 6-630p :30 VE SCHOELLER HOPEINMISSOU \$900.00 NM 2 4 F 10/26/12 6:21 PM M-F 6-630p 6-630p :30 VE SCHOELLER HOPEINMISSOU \$900.00 NM									
6	10/27/12	10/27/12	Sa 7-9a	Sa 7-9a	-----1-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/27/12 8:40 AM Sa 7-9a Sa 7-9a :30 VE SCHOELLER HOPEINMISSOU \$500.00 NM									
7	10/27/12	10/27/12	Sa 9-10p	9-10p	-----1-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/27/12 Sa 9-10p 9-10p :00 \$600.00 NM See MG 7.2									
8	10/28/12	10/28/12	Su 7-9a	Su 7-9a	-----1	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 10/28/12 7:55 AM Su 7-9a Su 7-9a :30 VE SCHOELLER HOPEINMISSOU \$300.00 NM									
9	10/28/12	10/28/12	FOX News Sunday	9a-10a	-----1	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 10/28/12 9:41 AM FOX News Sunday 9a-10a :30 VE SCHOELLER HOPEINMISSOU \$300.00 NM									

Total Spots 13 Gross Total \$6,950.00

Payment Terms 30 Days

Agency Commission \$1,042.50

Net Amount Due \$5,907.50